

# THE NEW *Contacts*

VOL. 1- NO. 1, JULY 1965 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION

## Contacts Returns to Keep You Informed

What are all the new developments in EATON'S? What position does Bill hold now? Who won the golf event? . . . Feeling out of touch with all the happenings?

The new *Contacts* newsmagazine returns to keep you up to

date on what Eatonians are doing and achieving. It will also give you meaningful and complete interpretations of Company goals, growth, plans, policies and practices. To give you complete coverage, a network of fine reporters representing each department and store, has been organized to look for good news items and topics. They will be completely responsible for seeing that news is submitted in full and on time.

Contacts will be distributed to the entire Winnipeg complex, eight Western Stores, and 128 catalogue outlets. For this reason we will concentrate on major and unique events that will be important and interesting to most everyone. Personal news which spreads quickly by word-of-mouth such as weddings, births, and illnesses, will not be printed. We are sure you can understand this policy when we have over 8,000 readers in the Division:

The size and format of *Contacts* allows us to use many pictures and large print, making it easy and enjoyable to read. Those of you who have kept previous issues of *Contacts* will notice that the newsmagazine fits your files with one extra fold.

In each issue you will find pictures, stories, and artwork by people throughout the Company. We hope that *Contacts* will provide a means of artistic expression for all who are interested.

That's the story on the new *Contacts* newsmagazine. We ask you to read this first edition thoroughly and then make your ideas, news and suggestions known to your reporter, or contact the Staff Publications Office.

THE EDITOR



60 Years Ago EATON'S set the fashion pace in the west, introducing creations from Toronto, New York, and Paris. There was something exciting for everyone — lace-trimmed chambray blouses, long black stockings with white clocks embroidered on the ankle, ostrich feathers and blue satin on straw bonnets.

## Company Improving Fringe Benefit Plans

An improved package of fringe benefits for staff will be announced in detail within the next few months. The tentative recommendations as announced by Mr. D. J. Hudson, Personnel Manager, Corporate Office, are to streamline the entire benefit program and to improve the benefits to staff through increased Company financial support.

The tentative recommendations have been accepted in principle, but complete details must still be finalized before the program can be announced. Such a complex task may take some time.

### PROPOSALS:

\* Increased Company financial support for the group life insurance, reducing staff premiums.

\* Company financial support for the medical and surgical plan, again reducing staff premiums substantially, and the setting of a high standard of coverage in all divisions.

\* A revamping of the welfare program which would simplify the present conditions and provide a specified number of days, varying with Company service, of paid sick leave; a sickness indemnity insurance plan, jointly supported by the Company and staff, and disability benefits. The sick pay and sickness indemnity program would apply equally to all staff and would not vary with marital status.

\* In addition to sick pay, staff permanently incapacitated for work would receive disability benefits related to their years of service.



EATON'S has a Flair for Fashion in 1965, offering a vast selection of Canadian-made high style garments and beautiful imports from the world over. Two models capture the "Total Look" of fashion, from the Mary Poppins Straw to low slung shoes — and beach co-ordinate.

## Pensions Meet Federal Plans

The Company's pension plan has been revised to conform with recent amendments to the Old Age Security Act which makes the \$75 pension available at an earlier age. The Company has arranged its payment schedule for the five-year transition period so that the Eaton pension for retired staff will integrate with the federal payments at the age which they begin to receive the government allowance.

Still to be worked out are the details of merging E.R.A.P. (Eaton's Retirement Annuity Plan) with the Canada Pension Plan, which comes into effect January 1, 1966.

The Company's policy in working out the merging of the two plans is that benefits will be at least as great as those now received under E.R.A.P. and contributions will be no higher.

It is very likely the Company will be able to take advantage of the Canada Pension Plan to provide higher benefits than before with the same or lower contributions.

All staff who are not at present qualified by age or service to belong to E.A.R.P. will participate in the Canada Pension Plan and enjoy its benefits.



"A Department Store at your Fingertips," is the way Mr. F. G. Muirhead, Divisional Catalogue Manager, describes EATON'S catalogue. He is holding the new fall issue which will be distributed to thousands of customers in cities, towns, and farms across Canada. The dots on the map mark the catalogue units under his jurisdiction.

## First in Series

# MEET THE EXECUTIVES

"Business today demands an honest, prompt and positive approach to problems. We must all be action oriented," says Mr. F. G. Muirhead, Divisional Catalogue Manager. And in all his dealings Mr. Muirhead is known for his fairness, amiability, and drive. Questioned on his methods of working with others, he replied: "I have always enjoyed the people around me. People generally get satisfaction from being effective in their jobs so you have to put yourself in their shoes — then you can deal intelligently. It is rewarding to find ways of encouraging people to do their best."

Mr. Muirhead's business philosophies extend to his wife and four children. "A congenial family unit contributes to a person's effectiveness in business. One of my greatest pleasures is the job of challenging and developing the children." One challenge the Muirheads have mastered is that of water skiing, for which they have won many medals and trophies.

You will find Mr. Muirhead busy gardening in the summer, and throwing curling rocks in the winter. He has taken a holiday from golf due to family activities but intends to start again now that his children are pretty well grown up.

*What role does EATON'S catalogue play in Canadian life?* Mr. Muirhead puts it this way: "In addition to providing city and rural folk with a vast shopping facility, the catalogue serves many, many remote communities. There are thousands of people in Canada today who would find it a hardship to exist without the catalogue."

Mr. Muirhead speaks with knowledge and authority about EATON'S catalogue. His first 4 years with EATON'S were spent as Order Office Superintendent in the Winnipeg Catalogue Merchandise Office. By 1952 he was appointed Assistant Store Superintendent of the Winnipeg Store and then returned to the Catalogue Divisional Office in 1955 to assist the Divisional Manager. Two years later he assumed the duties of Regional Catalogue Manager until taking his present position this January.

Prior to joining EATON'S, Mr. Muirhead received his Bachelor of Science in Agriculture from the University of Manitoba, and then spent six years with the Manitoba Department of Agriculture and another six with the Searle Grain Company. Through his business travels he developed a keen interest in Western Canada, and he now makes a point of visiting as many of the 128 Western Catalogue units as possible in a year. "In order to fully understand each store it helps to know the geography, the physical premises, and the people."

## Mail Delivered on Roller Skates

"I don't know how we ever got away with it," Bill Johnson of the Winnipeg Mail Order reminisced. Bill was recalling his roller skating days when he first started working for EATON'S as a delivery boy in 1916.

In those days internal mail was delivered to the top three floors by young teenagers wearing roller skates. The youngsters skated with such gusto that pedestrians had to hug the walls to avoid being bowled over.

The boys organized championship races at lunch hour, complete with heats and finals. Three would skate abreast on the chosen race course situated on the sixth floor.

"When we tired of racing, we started to jump barrels 24 inches wide by 17 inches high," Bill said with a twinkle in his eye. "As the months went by, our nerve and talents increased until we were jumping five at a time. The bosses put a stop to our games when we tried six barrels with little success."

We wonder what would happen if mail was delivered now on skate boards. Race, anyone?

## Home Planning Skills Studied

To help furniture salespeople become acquainted with the skills used by interior decorators, home furnishings classes have been instituted across Canada by Mr. W. Rawcliffe of the Heavy Goods Division, Corporate Merchandise Office. Based on the "Decorative Selling Manual" put out by "Better Homes and Gardens" magazine, the seminar-type discussion periods enable sales personnel to move about the whole furnishings floor, helping the customer buy, not only what he or she wants, but also what goes with it from surrounding departments.

The salespeople will be able to select a variety of items for a particular purpose, and sell those items with authority based on basic decorating principles.

The classes are available (on a voluntary basis) to all sales personnel under merchandise manager H. W. Cooper.

Twenty-eight men and women have taken Mrs. Irene Rutan's instruction and successfully completed the Home Furnishings course, which will soon be available to the rest of the Western Division.

GUY CRYER



Mrs. May Adams, far right, talks about accessories in a colonial setting. She is a member of the Home Furnishings Group which is studying decorating principles. With her on a tour of the furniture display rooms, from left to right: Mr. F. Philpott, Mrs. Guelda Adams, Mr. J. Lammens.





Seven Moose Jaw Eatonians found many new changes in their homelands. Pictured from left to right: Mr. and Mrs. J. Phillips, Mr. and Mrs. S. Slow, Mr. and Mrs. H. Kindred, and Mrs. L. Crone.

## The Old Country Isn't So Old

Many striking changes have taken place in Northumberland, Edinburgh, and the Lake District. Harry Kindred, Dispatch, and his wife, Gladys, 244, say the smokestacks have disappeared, the cities are cleaner, and the new four and six lane highways are a welcome improvement.

Mrs. Lil Crone, 236, a native of Newcastle, was charmed once again by the open sea when visiting the Northeast coast and Whitley Bay. She was greatly impressed with the skyscrapers in London and the newly built areas, modern in every detail.

Hampton Court on the Thames, and Stratford-on-Avon were special attractions for John Phillips, 256 and his wife Sheila.

Returning to Scotland where she was born, Mrs. Mabel Slow, Moose Jaw 253, and her husband traced familiar steps in Inverness, Glasgow and Edinburgh. The high-rise apartments, famous cathedrals, Windsor Castle, and the rehearsing of the colors, were just a few of the remembered pleasures.

The group enjoyed the company of all aboard flight, particularly Mr. and Mrs. B. C. Sutherland. They were high in their praise of the superior service offered by the plane and the excellent arrangements made by Eaton's Recreation Club carried out so efficiently by Miss Carlie Carruthers.

Miss M. CRANE

## High School Courses to be Held in the Store

High school credit courses will be offered in the Winnipeg Store this fall if enough people enroll. The Winnipeg School Division will supply teachers to instruct Grade eleven Mathematics and English, from 6 p.m. to 8 p.m. twice weekly. This arrangement allows employees more free time in the evenings than if they attended classes in the schools.

Enrollment is limited to 20 per course, so those interested in furthering their education should contact the Staff Training Department immediately.

## European Flight Best Yet

The ninth annual flight to Europe carried 133 Eaton employees, retired associates, and Eaton families to fascinating parts of the world for four fun-filled weeks.

Says Miss Carlie Carruthers, Staff Relations, who has taken every flight since they started, "I save up all year to go to Europe. The experience is priceless. You see history, meet people, and you can do so much in a day."

Asked about cost, Miss Carruthers explained, "You don't need a lot of money. A person of modest means can afford an important holiday. Almost all worthwhile things in Europe are free or the cost is minimum. You can really discover a city best by just walking."

All arrangements for the flight are made through the Staff Relations Office in Winnipeg. Employees have no worries about individual tour schedules, board, room, or travel information.

From the reports of this happy group, we should all start saving now for next year's flight.



"BEST TRIP YET" bubbled passengers on EATON'S European Flight. Pictured are: Mr. and Mrs. G. W. Robinson, Mr. Joe Schwartz, Mr. and Mrs. C. Wheeler, Miss Winnifred Caithness, Miss Phyllis Smith.

## OUTSTANDING EATONIANS NAMED

Early in 1965, EATON'S wanted to give some tangible recognition to people who give outstanding customer service. To these personnel who give that "extra effort" towards building customers' goodwill, as well as being top producers themselves, a Parker ball point pen is presented, suitably engraved, along with a "thank you" card. Sixteen customer service awards have been won so far by the following:

### FEBRUARY

Mrs. A. Deegan, China; Mrs. E. Green, Fancy Goods, Mrs. K. Pinchin, Service Bureau; Mr. J. Medwick, Contract Sales; Mr. T. Kuzyk, Parcel Pick-Up; Mr. B. Dickson, Tile and Lino, Alexander Warehouse.

### MARCH

Mr. Danco, Jewellery; Mr. E. Caven, Hardware; Mr. G. Coutts, Men's Clothing; Mrs. M. Jewsbury, Stationery.

### APRIL

Mrs. J. McLeod, Hardware; Mr. T. Morrison, Office Supplies; Mr. G. Pesbke, Men's Clothing, Basement.

### MAY

Mrs. C. Stock and Mrs. E. Broderwich, Jewellery; Mrs. A. Hnatie, Lingerie, 4th floor.

An encouraging fact about the customer service award is that there is no limit to the number presented in any one month. Whether there are one — or 100 — sales persons eligible; Mr. K. A. Jones, Divisional Merchandise Manager, will be happy to reward them all, on behalf of EATON'S.

In Mr. Jones' opinion, "The Customer Services Awards create interest in, and make people more conscious of the need for closer personal touch with our customers. We wish we were presenting more."

GUY CRYER



Mrs. C. Stock, Mrs. A. Hnatie, and Mrs. E. Broderwich, discuss their Customer Service Awards, following the presentation.

### THEY KNOW EATON'S BRANDED LINES!

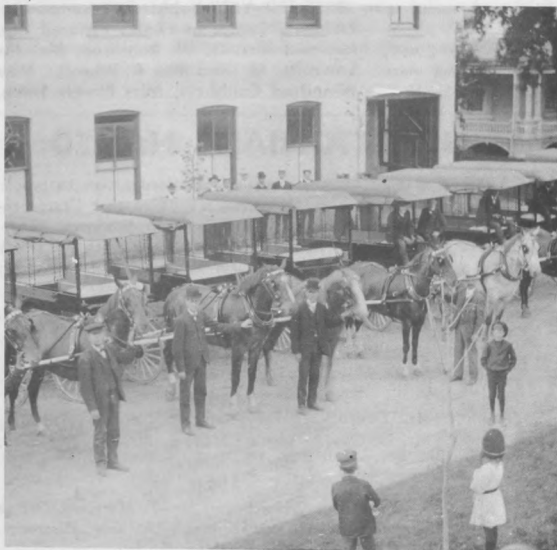
Mrs. Ruth Purdy, Mr. John Popp and Mrs. Ruth Grasley, all of Regina, won two theatre tickets and \$3.00 each in the June Branded Line Mystery Item Contest. The contest was instigated by the Regina Store Branded Line Committee to create greater interest in and better knowledge of Branded Line merchandise. The mystery item was Truline baseball gloves.

Mrs. L. GALVIN





**BIRTH OF A STORE — AUGUST 1904**



**THE FIRST EATON DELIVERY** left the store at 8 a.m. daily, the second at noon. The beautifully curried horses, perfectly matched when they drove in pairs, were high steppers. They quickly made the rounds of the small city of 1905.

## Fancy Rigs and Fine Horses Acclaimed

Many of the first horses came from Toronto. The delivery men cared for them so well that they were not only shown here at fairs and exhibits, but out of town. Once at Minneapolis they received a fine ovation.

Vans were improved through the years, with criss-cross wire sides, black rainproof covers, and rainproof blinds to protect the sides of the van. Soon automobiles appeared in the Company — and were quite a novelty. The men took great pride in shining up the heavy brass trim and gadgets.

Dobbin came back from clover during the second world war since gasoline and oil were in short supply. EATON'S hadn't sold a horse unless it was sure to have a good home, so it didn't take long to round up the delivery team again.

In 1950 EATON'S said goodbye to horses. A big ad bid them farewell, with full honors.

# IT'S OUR 60<sup>th</sup>

*The largest family-owned retail organization in the Commonwealth celebrates 60 years of progress in Winnipeg.*

It was an exciting time for everybody when EATON'S opened the big store and moved the heart of Winnipeg westward along Portage Avenue. That Saturday afternoon at 2:30 p.m. — July 15, 1905 — Timothy Eaton himself stood before the newest and biggest store the West had known and touched a small pearl button. The doors swung open, the blinds on 42 show windows shot up, the employees shouted three cheers, and curious Winnipegers swarmed in.

An estimated 20,000 persons wandered, gawked, and poked around the mahogany and plate glass showcases. Nothing was for sale that day. But the initial full page advertisement (a real novelty then) induced the crowds to swoop down on the advertised specials Monday at 8 a.m. They could choose stylish buggy harnesses for \$9.98; men's shirts for "tasty dressers" from 55c to 75c; pompadour combs; sirloin roast for 13c a pound; and Eaton Special hats of English felt with real silk trimmings for \$1.00.

Winnipegers had for some time made purchases through the Toronto EATON'S mail order. Now they were able to shop in person.

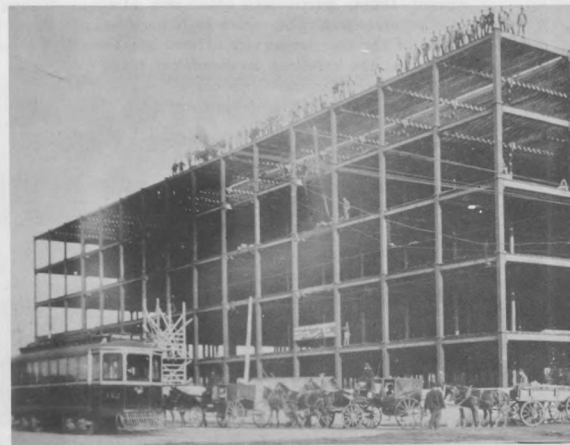
*New and strange practices were introduced to Winnipeg*

When EATON'S came to Winnipeg everything changed. Goods were plentiful and cheap; there was something for everybody's purse.

Before the turn of the century, it was considered astute shopping to talk down the price asked. EATON'S policy called for cash only (polite refusal to charge goods) and one price only (no haggling).

Timothy Eaton's strict personal attitudes, which sprang from his firm Methodist upbringing, were also followed: no tobacco or matches, and no poker chips or playing cards were to be sold; the big show windows were to be draped with gold curtains on Sunday; buyers were to avoid starting business trips on Sunday when possible. Many of these unwritten rules still stand although there have been minor changes over the years.

Timothy Eaton had another strong conviction about merchandising: goods must be exactly as represented. This attitude has always applied to the store's advertising policy. Superlatives such as "drastic", "perfect", "unbreakable", "amazing", are avoided. Copywriters must be specific and accurate at all times.



**FIVE STOREYS UP** — and that was high in Winnipeg, 60 years under construction: July 24, 1904 to July 15, 1905. "You could say Tom Kelley, local contractor, but EATON'S did . . . and . . . within the year. Note the old streetcar, horse and bug



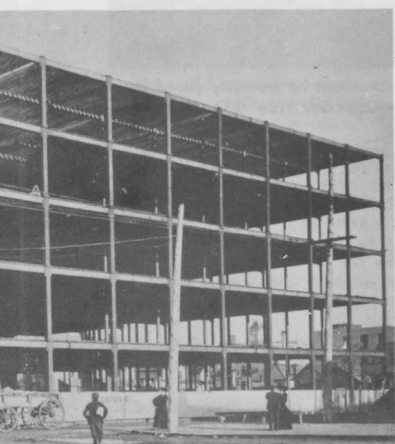
## Full Course Meal for 25c

For the magnificent sum of twenty-five cents, here is your 1905 meal in Eaton's Grill Room:

Cream of Corn Soup  
Baked Whitefish - Creole Sauce  
Boiled or Mashed Potatoes  
Butter Beans  
Apple Sponge with Whipped Cream  
Bread and Butter  
Tea - Coffee - Milk

Cafeterias had not yet come into style, so Eaton's served the hungry public in a regulation dining room with white tablecloths, serviettes, finger bowls, waitresses and all. The dining room was on the third floor then and was wainscotted and wall-papered in the fashion of the day.

A POPULAR PLACE TO EAT right from the very start, was EATON'S Grill Room. Here at its opening, under the benevolent eye of the founder, Timothy Eaton, shown right foreground, seated with Mrs. Eaton . . . a bevy of crisply shirt-waisted waitresses with flowing bow ties, created on its first day the reputation for service that has remained with the Grill Room throughout EATON'S sixty years in Winnipeg.



60 years ago. Five storeys and basement you couldn't build a band box in that time," and sold hats . . . as well as band boxes and buggies, wooden sidewalk, dirt road.



THE MODERN STORE — now eight storeys and basement, EATON'S has expanded to 15 buildings, 4 parking lots, and a 6-storey car park. Recent developments include one of the most up-to-date fashion floors on the continent. Over 6,000 people are employed regularly (compared to 700 in 1905) and almost 10,000 during the Christmas season.



On this shot I missed the pin by 2" and stopped 2' past. Best one I ever hit . . . Bert.

## Try Your Skill At Lawn Bowling

You are welcome to join Eaton's Mixed Lawn Bowling Club every Tuesday and Thursday evening at 7:30 in Sargent Park. Many events take place within the club, and with the Manitoba Lawn Bowling Association. Try lawn bowling this summer — just contact one of the following officers or come to the park:

President: Cliff McFadden  
Vice-President: Bill Falls 142  
Secretary: Miss J. Meyer 116R  
Treasurer: Miss M. Jackson 116R

## Tennis Anyone? Only \$4.00 A Season

One of the most outstanding benefits for Eatonians is the Eaton Tennis Club which leases beautiful courts at Edmonton and Broadway. Members can play any day except Sunday, all summer up to Thanksgiving Day.

The price is only \$4.00 for Eaton staff and \$6.00 for family or friends (or you can pay 50¢ a game). This tops other private clubs!

You can buy a membership card from Mrs. Lillian Phillips, Staff Relations, or Miss Clara Greening, Statistical and Budgeting.

If you're worried about cost, you don't have to wear white — a good racquet sells for eight dollars up — and you must wear tennis shoes without ridges. Members in the club will be happy to help you with your game as well. Now there's a bargain.



This is how to hook a ball into the WOODS. Bob McQuarree 379.

# SPORTS

BERT ARMSTRONG

*News*

*A golfer's luck is always tough  
His good luck is simply nil;  
The bad bounce goes in the rough,  
The good bounce — that's skill!*

It's good to have sports back in print. Many of our newer people may not be aware of the various clubs we have so we'll try to explain the set-up and let you know who to contact. This column will keep you up to date on the major happenings throughout Winnipeg and the Division.

*Here's the line-up for EATON'S Men's Golf Club, 1965*

President: R. K. Virtue, Jewellery Repairs; Vice-President: J. Mainella, Girls' Wear Manager; Secretary-Treasurer: T. Weston, Catalogue Operating

## FIELD DAY EVENTS

CLASS	TROPHIES	PRESENTED BY	WINNERS
"C"	R. Y. Eaton	G. R. Purchase	R. Fournes 1220
Seniors	W. G. B. Dailley	F. G. Muirhead	C. Spearing 1037
Grandfathers	B. C. Scrivener	F. G. Muirhead	J. Kellas 28M
Retired	F. G. Muirhead	F. G. Muirhead	R. D. Hinch, retired 214
"A"	R. S. McCordick	R. S. McCordick	W. McCourt 170
"B"	G. M. Eaton	A. B. Finnbogason	B. McBain 163
"D"	H. M. Tucker	N. R. Franklin	B. Horton 109A
"E"	B. C. Scrivener	H. Debenhan	G. Findlater 470E

(winner 34 years ago)

There are also two Knock-out tournaments and two Ladder Competitions for the Catalogue and the Store. September 20th the winners of these groups and the Field Day winners will compete for the JOHN DAVID EATON trophy.

Class A winner, Bill McCourt has played golf for only one year and is likely to improve over the summer. Dick Howard better be on the alert! Yours truly was beaten by another comer — our genial Gordon Elliott, who makes an excellent host and opponent.

## Lady Golfers Learn From Pros

Ninety fair ones turned out at Rossmore Golf and Country Club for the Annual Pro Field Day which is the successor to their previous "Get Acquainted" opener. After a half hour of professional instruction, the girls toured the layout. Various prizes were awarded to lucky ticket holders (crying towels, hats, wallets, and golf balls.) Membership is closed for the club this year but you could talk to the Club President, Miss Florence Rogers 41R.

We note that Chris Bewick played in the Manitoba Ladies Open Golf Championship at Breezy Bend the other week — anyone else? Watch for the Field Day in September.



Good form but he actually sliced it.  
Gus Gartside 937.

## Sign Up Now for Mixed Curling

Yes, in the middle of summer we are proposing a game on ice — just in case you would like to cool down. We have to book the ice now for the winter, so consider this new club seriously and contact Mr. J. Donague 135, President of Eaton's Men's Curling Club.

Two men and two women will be on a team (spouses are considered Eatonians, but you don't have to play with them!) There is no restriction as to the positions but if your team expects to enter O'Keefe's competitions or any others, the men should play skip and second; the women play third and lead.

Form your team now and let's get this new club underway.

## Anglers Hit the Road

The Eaton Angling Club heads for fishing country this summer and invites all interested to come along. Just call the Secretary, Mr. B. Evans W130. July 11th they go to White Dog Falls or Caribou; August 8th to Caribou Falls or Lorri Lake; September 12th on a Ghost trip; and October 3rd to Shoal Lake. Busses leave the Car Park for these outings.

As an added attraction, all "do's" are kept to a minimum. Monthly meetings are held and include films and guest speakers.

Incidentally, it is said that one member won \$5.00 for a 14-ounce Perch — should be easy to beat that!



## WHAT'S YOUR QUESTION ?

This column is devoted to answering questions submitted by employees. It gives complete and honest answers, pointing out the Company's stand and policies on each subject.

Question: Is EATON'S still owned by the Eaton family?

Answer: Yes, definitely.

A favorite topic over the past few years has been the rumour that the T. Eaton Company has been purchased by other interests. In May, 1963, Mr. T. M. Miller, Winnipeg Public Relations Manager, made a statement to the press in this regard and it still stands.

"On behalf of the T. Eaton Company Canada Limited, I unequivocally deny these rumours, and wish to state that no sale of the company has taken place, nor is any such sale contemplated.

"EATON'S remains an all-Canadian family-owned company with John David Eaton as president."

No one can argue with the store's all-Canadian background. The four presidents — Timothy Eaton, Sir John C. Eaton, Robert Young Eaton and now John David Eaton — plus the executives and most of the employees have always had roots in the Dominion.

*All questions should be submitted in writing to the Editor, Staff Publications Office, Winnipeg Store. The employee's name must be signed and department given, but they will not be published. Those questions with the widest Company significance will be given preference.*

## Stores Amalgamate Stock

Arrangements for the amalgamation of stock have now been completed for the Saskatoon, North Battleford, and Prince Albert Stores. The result will be a more efficient operation in each department, which means better service to customers. Availability of merchandise from one store to the other affords a greater opportunity than before to meet our customers' requirements.

### Salestronic Cash Registers Installed

Customers in Prince Albert are enjoying the added convenience of Salestronic Cash Registers, just recently installed. These registers allow the customer to pay for items from many departments, in one central spot.

G. SHERWOOD

We extend a big THANK YOU to the Reporters who submitted news — please keep sending it in — space is limited, but we'll try to include as much as possible.



Returning Ma's corset for a catcher's mitt is not what I meant by "enterprise".

## Here 'n There

Mr. R. E. Herriott, Notions and Fancy Goods Manager, was one of the judges who helped choose the three grand prize Canadian Souvenir Design Winners. The contest was arranged to encourage artists to submit souvenirs which can be manufactured profitably in Manitoba. Each winner received \$2000 to further develop his product.

### Joe Turned The Tables

The Toy Department recently received a parcel complete with numerous stickers and directions, from an anonymous sender. Inside, they found a toy that Cliff McFadden had made from the many screws, bolts, odds and ends the staff had put with his retirement gift for fun. This clever new pull toy called "Joe" turned the tables and will stay to remind the staff of many happy times with Cliff.

### Leaves EATON'S

Jack Stratford, Winnipeg Advertising Art Director, leaves EATON'S, Winnipeg and Canada, to become "Sales Promotion Manager" for Rhodes Department Store in Sacramento, California, U.S.A.

Along with a varied and valuable background in retail advertising, plus all of the ability, imagination and dynamic enthusiasm which Jack carries with him to his new position in the States, he takes as well, our sincere good wishes for every future success.

### EATON'S Santa Claus Parade Began With A Bag Of Candy

It is said that the Winnipeg Christmas parade began with Mr. Gilroy, first Store Manager, riding in a cutter one snowy afternoon, scattering bags of peanuts and candy. First thing you know, it isn't officially the Christmas season in Winnipeg now until the bearded old saint rides high on his sleigh following a mile and a half of EATON'S spectacular fairyland.

## Detailed Plans Underway for New Store

Plans for the new Saskatoon Store are now in the detailed stage. A step-by-step schedule has been prepared to ensure that the many activities involved are accomplished at the right time.

Responsibility for co-ordinating all phases of the new store construction falls on a steering committee which will consider such aspects as architectural planning, market research, parking, engineering, merchandising, allocation of space. Members on the committee are: Mr. W. L. Palk, Divisional Sales Manager; Mr. H. E. McLellan, Saskatoon Store Manager; Mr. W. K. McCourt, Research and Development Manager; Mr. K. A. Jones, Divisional Merchandise Manager; Mr. G. R. Purchase, Divisional Operating Manager. Additional members participate as required, to advise in specialized areas.

EATON'S and Simpsons-Sears will be located at opposite ends of an enclosed, temperature-controlled shopping mall, the first of its kind to incorporate two major department stores in Saskatchewan. Eaton's building, with three selling levels, will have the largest area of about 40 retail stores in the centre. The existing Store, established in 1927, will be offered for sale and disposed of when the new one opens early in 1968.

## IN MEMORIAM

Sincere Sympathy is extended to the family and friends of . . .

Carman Conn, who died June 19. Mr. Conn retired in 1959 from the Catalogue Rebuy Office.

William Cooke, who retired from the Winnipeg Buying Office in 1959 after 47 years with Eaton's. Mr. Cooke passed away July 2.

Percy Cranston, who died June 20. Mr. Cranston was Department Manager of the Lamp Department when he retired in 1963 after 40 years with the Company.

Vivian Eastham, who worked in the Winnipeg Fruit and Vegetable Section up until her death July 6. Mrs. Eastham was with Eaton's for 14 years.

John Hearst who died June 4. Mr. Hearst retired in 1950 from the Catalogue Rebuy Office.

George Huntington, who retired from the Alexander Warehouse after 20 years service. Mr. Huntington died June 30.

Norman McDonald, who died June 23. Mr. McDonald was Manager of the Mail Order Merchandise Office when he retired in 1947.

Gudrun Sigurdson, who retired from Catalogue Customer Relations in 1964. Miss Sigurdson passed away June 21.

Alexander Stuart, who died June 13. Mr. Stuart retired in 1954 from the Elevator Operations Department.

## Top Citizen Named in Port Arthur

Kathy Godin from department 212, was the recipient of the \$50.00 Citizenship Award presented by the Lakehead Soroptomist Club to a Grade 12 or 13 student, who shows good citizenship by knowing about and serving her community.

Kathy has just completed her Grade 13 and is planning on entering Teachers College this fall. She is presently active in church groups, is a past president of Hillcrest High School Students' Council, and is an accomplished pianist.

The choice of Kathy for the award was due to the above activities and her 250 word essay on, "My Responsibilities As A Citizen in the Home, Community, and World."

Kathy has been working at EATON'S for the past two years, during the summer months and on Saturdays throughout the year. Her fellow workers are proud of her, and feel her conscientious manner and willingness on the job are assets which have marked Kathy as a winner.

The Lakehead Soroptomist Club is comprised of a group of business women in classified occupations, such as office man-

agers and heads of departments. The service club is affiliated with the John Howard Society and is dedicated to aiding local charities.

by MISS ANNETTE D'ANGELO



"COUNTERS WERE PUSHED OVER during Birthday Sales 40 years ago," says Tom Elliott, Auditor Western Division, on his anniversary. Miss Lillian Irlam, Fancy Goods, reminds him about the rush for rationed goods during the war years. Those were the days when "Going Downtown" meant "Going to EATON'S".

## Long Service Anniversaries in June and July

### Congratulations - 40 Years With Eaton's

Mr. Jack Williams, Customer Services, June 8  
Mr. John A. Collett, 910 & 932 Manager, June 9.  
Mr. T. Elliott, Auditor Western Division, June 22.  
Miss Lillian Irlam, Fancy Goods, June 23.  
Mr. Oliver Westman, Catalogue Stock, June 24.  
Miss Alice May Wright, Saskatoon Budget and Statistical, July 16.

### Welcome to the Quarter Century Club

Mr. C. F. Baird, Night Watch, June 8  
Mr. W. Scott, 712 Stock, June 8.

## Best Wishes on your Retirement

Mr. G. B. Brown, Lower Priced Men's Wear, 37 years with EATON'S.  
Mr. F. R. Hourd, Warehouse, 20 years.  
Mr. W. M. Ringland, Printing, 46 years.  
Mr. J. D. LeBlanc, Printing, 39 years.  
Mrs. L. Raith, Dining Room, 25 years.  
Mrs. G. F. MacIntosh, Brandon, 15 years.  
Mr. G. R. Green, Saskatoon, 50 years.  
Mrs. M. Hansen, Regina Drugs, 10 years.  
Mr. E. T. Lane, Catalogue, 34 years.  
Mr. K. McLachlan, Printing, 23 years.  
Mr. D. A. Sproat, Men's Shoes, 39 years.  
Mr. C. McFadden, Toys, 24 years.  
Mrs. Alma Jones, Stationery, 8 years.  
Mr. W. S. Thomson, Saskatoon, 25 years.  
Mr. W. J. McKerchar, Drugs, 37 years.  
Mr. R. Ballentyne, Catalogue, 48 years.  
Mr. M. R. Elliott, Freight, 39 years.  
Mr. A. Weger, Fruits & Vegetables, 20 years.  
Mr. J. M. Ramsay, Elevators, 39 years.

## Recent Appointments

### WINNIPEG STORE:

Mr. B. C. Scrivener, Assistant Manager, Women's High Grade Shoes.  
Mr. K. Von Platen, Wage Administration Manager  
Mr. C. R. Bouskill, Industrial Engineering Manager  
Mr. W. W. Bubbs, Order Processing Manager  
Mr. W. H. Pointon, Customs and Traffic Supervisor  
Mr. P. A. Scot, Manager 926 and 933.  
Mr. W. H. Evans, Employment Manager.  
Mr. I. R. Rafuse, Profitability Analysis Supervisor  
Mr. B. Budworth, Productivity Standards Supervisor  
Mr. W. H. Egan, Art Director, Advertising.  
Mr. R. Soltham, Production Supervisor, Advertising  
Miss B. Sparling, Group Advertising Supervisor A-B, Advertising  
Mr. J. Bayly, Group Advertising Supervisor C-D-LPS, Advertising.  
Mr. C. D. Louther, Advertising Controller

### CATALOGUE:

Mr. G. M. Harvey, Store Manager, Powell River, B.C.  
Mrs. I. Becbelli, Catalogue Sales Office Supervisor, Kamloops, B.C.  
Mr. G. M. Jones, District Sales Supervisor, Alberta  
Mr. G. Arnason, Catalogue Personnel Manager  
Mrs. R. Biluke, Catalogue Sales Office Supervisor, Gimli, Man.  
Mrs. E. E. Austin, Clerk in Charge, Minnedosa, Man.

### WESTERN STORES:

Mr. G. W. Rodway, Saskatoon Personnel Manager  
Mr. J. Laxdal, Advertising and Display Supervisor, Saskatoon

## P.P.I. Creates More Selling Time

The growth in size of Eaton Stores, as well as aggressive competition from the suburbs and downtown, have persuaded EATON'S to reconsider their present traditional retailing methods.

Everyone has heard about P.P.I. — it has been hailed as the instrument which is unique in the retailing world — and wonder just what will happen once it is in operation.

Basically, it will remove most of the book and detail work from the sales people — the ones on the "front lines" — to others who will concentrate on buying, promoting the merchandise selected, and making sure that there is enough of that merchandise on hand at all times.

This means more time for "Selling Only" — something that will gladden the hearts of everyone on the sales floor.

A more detailed report on P.P.I. will appear in the next issue of the new Contacts.

GUY CRYER

## The New CONTACTS

Published Monthly for and by Employees of The T. Eaton Co. Canada Ltd., Western Division

EDITOR: Mrs. Deanna Waters

LOCATION: Publications Office, 7th Floor, Winnipeg Store — Phone SUNset 3-2115

Publication Date: 28th of every month  
News Deadline: 5th of every month